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Rachel Sewell

University of Central Florida, rachel_sewell@knights.ucf.edu

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What Is Appealing?: Sex and Racial Differences in Perceptions of the Physical Attractiveness of Women

By: Rachel Sewell
Faculty Mentor: Dr. Amy Donley
UCF Department of Sociology

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ABSTRACT: Beauty and physical appearance are considered to be of great importance in today's society. In the U.S., many strive for physical perfection, and much attention is focused on the way one looks. A beauty ideal has been created over time through the combination of several elements within American culture, and this ideal image attempts to define female beauty as fitting into a certain mold. Certain characteristics have been deemed the most attractive when it comes to female physical attractiveness, and a model of beauty has been presented by the media. This research focuses on whether everyone buys into that ideal. Surveys were administered to 300 University of Central Florida students age 18-35. Participants were asked about ten different physical characteristics relating to women, and were asked to choose the characteristic among a group of options that they found the most physically attractive or beautiful. Using SPSS, this research evaluates if the male perception of female beauty differs from the female one and assesses if race influences these perceptions. Results showed that both sex and racial differences exist. While there have been studies related to topics such as these, there are very few, if any, studies such as this one, which focuses on both gender and racial differences in relation to perceptions of the physical attractiveness of women, as well as on the views of both sexes on women as opposed to their views on the opposite sex.

KEYWORDS: Sex, Race, Gender, Beauty, Attractiveness, Physical Appearance, Perceptions, Media, Women



INTRODUCTION

Physical appearance is considered to be of great importance in today's society. In the United States, many strive for physical perfection, and much attention is focused on one's exterior and the way one looks. A beauty ideal has been created over time through the combination of several elements within American culture, and this ideal image defines female beauty as fitting into a certain mold. Certain characteristics, such as a thin body, big eyes, full lips, flawless skin, and high cheekbones, have been deemed the most attractive when it comes to female physical attractiveness in a young body. A model of beauty has been presented by the media, but whether or not everyone buys into that ideal is a topic worth exploring (Goodman, Morris, & Sutherland, 2008).

The impact that a person's sex and race have on the physical characteristics he or she defines as the most appealing should also be examined. While there have been studies related to topics such as these, there are very few, if any, studies such as this one, which focuses on both gender and racial differences in relation to perceptions of the physical attractiveness of women, as well as on the views of both sexes on women as opposed to their views on the opposite sex. It is imperative to ask, does the male perception of female beauty differ from the female one, and does the race of a respondent influence these perceptions? This study uses intersectional analysis to find the answers to these questions. Despite the images presented through various media outlets, such as advertisements, films, television, and magazines, that promote a certain beauty ideal, this study explores the potential variations in what different people consider to be beautiful. Furthermore, results from the study could be pivotal for research in this area, opening the door to investigation of many aspects of the topic, including the role of media consumption, or of geographical location, in the perception of beauty. This particular study compares and contrasts the physical characteristics that individuals rate as the most attractive for women.

LITERATURE REVIEW

To date, several studies have investigated sex or racial differences in the perception of female beauty, and note the physical characteristics that were examined as well as the results of those studies. Perceptions of overall physical attractiveness can be based on numerous characteristics. A study by Brown, Cash, and Noles (1986) found that both facial and bodily attributes were important measures

in determining the attractiveness of males and females. Their study demonstrates that people are attracted to numerous features that both align with and differ from those embodied by the ideal.

Sex Differences

Many studies relating to the subject of physical attraction examine body type preferences. A study conducted by Glasser, Robnett, and Feliciano (2009) found that men are over 3.5 times more likely than women to have body type preferences (relating to the shape of a body) when it comes to dating. This could be a reason why some heterosexual women try to attain the beauty ideal, and why many are concerned with having their body look a certain way in order to be perceived as attractive.

A study examining the determinants of female physical attractiveness (Fisher & Voracek, 2006) focused on weight-to-height ratio (WHR), body mass index (BMI), and curvaceousness, and revealed that these factors do influence woman's self-perception of attractiveness. Women want to achieve the ideal seen in the media and feel bad about themselves when they do not have bodies that are considered the most attractive. Several other studies in the sociology of gender have found that women admire the thinner bodies that are projected to be the most appealing types. Additionally, several studies have revealed that women tend to overestimate male preferences for thin female figures. The results of one such study performed by Cohn and Adler (1992) support the proposition that women tend to have a strong bias toward thinner body types. About half of the women sampled in the study chose "own ideal" and "attractive" figures that were at least one body silhouette thinner than their own current size. Analysis revealed that not only do women overestimate the extent to which men perceive thin women as attractive, but they also overestimate the extent to which thin figures are viewed as ideal by their female peers. Cohn and Adler (1992) conclude that women regard thin figures as the most desirable and attractive, and they appear to have a common classification as to what constitutes an ideal figure.

Physical attractiveness is not limited to body type and shape. Many factors determine the attractiveness of an individual, and several studies have examined different physical characteristics, trying to determine what attributes make a person more physically appealing than others. One of the earlier studies on this topic was

conducted by Feinman and Gill (1978) on 482 female and 549 male Caucasian students in the Rocky Mountain region of the United States. The study focused on eye color, hair color, and complexion color of the opposite sex, and its purpose was to determine the preferences among each sex for each physical characteristic. The results of the study showed that males revealed a “somewhat greater preference for lighter female coloration.” Both sexes were found to have a strong aversion to redheads, and men favored blonde (38%) or brown hair (41%). In regard to eye color, the plurality of men (27%) chose light blue as the color they liked best. Next was brown at 25%, and hazel and dark brown were tied at 22%.

A more recent study by Swami, Furnham, and Joshi (2008) focused on three different physical characteristics—skin tone, hair length, and hair color—and their relation to a woman’s attractiveness among other traits. The participants of the study were 130 men and 112 women recruited from a campus setting in Greater London. In the part of the study dealing with attractiveness, the participants were asked to rate a series of twelve line drawings that had three levels of variation in skin tone, two levels of hair color, and two levels of hair length. The results showed that light-toned figures were rated more positively than the dark-toned and tan figures. Brunettes were also rated more positively than blondes. Men rated long hair as more attractive than short hair for the dark-toned and tan figures, but not for the light figures. Women rated long hair as more attractive than short hair only for the dark-toned figures. Both women and men rated dark hair more positively than blond hair for all three skin tones; however, women were more likely to rate dark hair higher than blond hair for all three skin tones. While the results of this study proved insightful, there are flaws in this research. The levels of skin tone, hair color, and hair length examined were limited and therefore did not represent the various cultures that make up a population.

Like hair color, hairstyle can be rated for level of attraction. Examining multiple attributes such as hair color and style helps to determine what characteristics are viewed as most attractive, and how these traits relate to the beauty ideal. Mesko and Bereczkei (2004) undertook a study on 30 young men that focused on hairstyles, and found that hairstyles also have a large impact on female facial attractiveness. According to Mesko and Bereczkei, the long and medium (shoulder-length) styles were the only two out of the six examined

that had a significant, positive effect on women’s attractiveness. The study found that these two hairstyles improved the physical appearance of less attractive women more than they did for the attractive women. The females rated as more attractive had higher brows, larger eyes, and smaller chins than those who were rated as less attractive. Preferences for certain characteristics can thus be seen across both sexes. There seems to be a consensus that women have a stronger preference than men for thinner female body frames.

Racial Differences

Around the world, what defines physical attractiveness in women varies. Studies such as the one by Cunningham, Roberts, Barbee, Druen, and Wu (1995) depict the similarities and differences in what is defined as beautiful across many racial and ethnic backgrounds, and suggest that among certain cultures there might exist same-race preferences. Jones and colleagues (2003) support this “similarity-attraction effect” in their study at a historically black college in the southern United States, which found that black males were more likely to rate black females with skin color similar to their own as most attractive.

It is commonly believed that African American culture places less emphasis on preventing weight gain in women, and that most African American men prefer more curvaceous body types. More black men are said to prefer “thick” body types, whereas most white men are said to go for thin women usually of their own race. Several studies examine the differences between body type preferences among individuals of different racial and ethnic backgrounds. A study conducted on 100 non-Hispanic males (50 Caucasian and 50 African American) between the ages of 18 and 58 by Freedman, Carter, Sbrocco, and Gray (2007) found that both African American and Caucasian males preferred women to be underweight or of normal weight—about 145 pounds on a 5'7" body frame—and that, contrary to popular expectation, African American males did not choose the heavier female figures depicted in the study as ideal.

Among the men in the study done by Glasser, Robnett, and Feliciano (2009), the nonwhite groups were more likely to prefer women whose body types were average as opposed to thin or thin and toned. Although most male daters in the study chose the thinner body types, the African American and Latino men were more accepting of and open to larger female body types. Most African American men were open to the greatest variety



of body type and weight. This study went against the usual black-white dichotomy and revealed the preferences of other ethnic groups as well. The minorities the study encompassed included African American, Asian, and Latino men, and the results revealed that these three groups were less interested than white men in the thin, toned female body. Glasser, Robnett, and Feliciano concluded that race/ethnicity and gender do influence body type preferences. Men and whites were found to be significantly more likely than women and nonwhites to have strong preferences.

METHODOLOGY

The current study differs from others to date in that it focuses on gender and race as they relate to the physical attractiveness of women, and was conducted solely with college students. This is an important population to focus on, because it is a diverse environment ideal for dating and mate selection. Another distinguishing feature is that, whereas most studies ask the opinion of women on men, this study instead asks the opinion of women on women. Pen-and-paper surveys were distributed to 300 UCF students between the ages of 18 and 35 in the spring of 2011. The sample was acquired by going into classrooms and handing out surveys with permission from professors.

On the survey were ten questions asking about certain physical characteristics of women. This section of the survey presented, for each specific characteristic, a list of options, and requested that the respondents choose the option that they thought best represented their vision of the ideal woman, thus formulating their definition of what was most attractive in the physical appearance of women. Questions covered their preferences in hair length, hair type, body type, and skin color, among several other criteria (see Appendix A). Demographic questions, eight in all, comprised the last part of the survey. The independent variables of the study were the sex (male or female) and race/ethnicity (black, white, Hispanic, Asian/Pacific Islander, or other) of the respondent. Other demographic information collected was the respondent's age, current relationship status, sexual orientation, height, and weight. A final question asked whether the respondent was looking for a relationship and, if so, what type. The dependent variables in the study were the characteristics relating to the physical appearance of women, specifically eye color, hair color, body type, height, hair type, breast size, hair length, skin color, butt size, and makeup look. Body type was chosen instead of

weight because it was thought to be a characteristic that participants would be able to identify more accurately. All data were entered and statistically analyzed using SPSS.

RESULTS

The average age of the participants involved in the study was 21.65 years (Table 1). The majority of the individuals who took the survey were white (64%), while the fewest participants identified as Asian/Pacific Islander. While the surveys did not produce equal amounts of individuals to represent each race/ethnicity, the results still prove accurate, as appropriate analysis measures were taken. To examine statistically significant differences based on sex and race in the preferred characteristics, cross-tabulations were conducted. The first set examines the female physical characteristics that both men and women chose among each list of options as the most attractive or beautiful. As shown in Table 2, there are significant differences between sexes in skin color preference ($\chi^2 = 12.899, p < .05$). While nearly half of the men (45%) chose fair skin, fewer than a third of the women (28%) did so. Women were more varied in their responses; however, the results of Table 2 still support the study by Swami, Furnham, and Joshi (2008). Overall, lighter skin was rated as more attractive than darker skin.

Table 3 shows that a plurality of men (35%) and women (42%) chose green eyes as the most attractive. Apart from the "other" category, dark brown eyes were chosen the least often by both men and women, and for both men and women, blue eyes were the second most popular option. Tables 4, 5, and 6 show that most men who took the survey chose straight hair of medium length that reaches the shoulders and is either dark brown or blond. Light brown hair was only 4 points behind the top two categories, which could be important to note since there seems to be much more differentiation within some of the other categories. Perhaps this evenness is a result of light brown being close in color to both dark brown and blond?

Most women chose long hair that reaches the mid-back, and most selected wavy and dark brown. Thus there are statistically significant differences for the hair type ($\chi^2 = 21.554, p < .05$), hair length ($\chi^2 = 23.199, p < .05$), and hair color ($\chi^2 = 15.751, p < .05$) judged to be the most attractive.



While men and women seem to disagree about ideal hair types, Tables 7, 8, 9, 10, and 11 all reveal agreement, as both men and women chose the hourglass body type, height between 5'3" and 5'6", large (C cup) breasts, a medium-sized butt, and a look with natural or little makeup as the most attractive physical characteristics in women.

However, while men and women did largely opt for the same choices in regard to those five characteristics, three of them show interesting variation. The height ($\chi^2 = 15.902$, $p < .05$), breast size ($\chi^2 = 9.777$, $p < .05$), and makeup look ($\chi^2 = 7.767$, $p < .05$) a respondent chose as the most attractive are statistically different for the two sexes. While the percentages of men and women who chose the most popular categories of breast size and makeup are similar, the outliers of the other categories create the difference and make the relationship for these characteristics statistically significant. Out of all ten characteristics being examined, then, the preferences in eye color, body type, and butt size were the only three shown not to have a statistically significant relationship to the respondent's sex. This study also examined whether race correlated with preferences in the ten characteristics. Just as when responses were differentiated by sex, similarities and differences among the racial groups occurred. Table 12 shows that in regard to the skin color found most attractive in women, half of the whites chose fair skin, most Hispanics chose bronze skin, blacks and those that formed the "other" category tended to favor light brown/caramel skin, and most Asian/Pacific Islanders chose olive skin. According to Table 13, whites, Hispanics, and "others" found green the most attractive eye color, and Asian/Pacific Islanders favored green and blue equally, while almost half of blacks chose light brown.

Table 14 shows that whites, Asian/Pacific Islanders, and "others" all favored straight hair for women, while Hispanics and blacks both preferred wavy hair. Every racial group selected long hair that was mid-back-length as the most attractive except the "other" group, whose preferences were equally for shoulder-length and mid-back-length hair (see Table 15). Dark brown was the hair color with the most appeal for every racial group except blacks, most of whom picked black hair (see Table 16).

According to Table 17, every racial group chose the hourglass body shape as the most attractive except the Asian/Pacific Islanders, who chose the thin-all-over body type as the most beautiful. Asian/Pacific Islanders

also differed from the other racial groups in the height that they preferred. While a plurality chose the height range of 5'-5'2" as the most attractive, every other racial group chose the height range of 5'3"-5'6" (see Table 18).

Table 19 shows that whites found large (C cup) breasts the most attractive, Hispanics favored medium (B cup) and large (C cup) breasts equally, and the remaining racial groups—blacks, Asian/Pacific Islanders, and the "other" category—all chose medium (B cup) breasts as the most beautiful. In regard to butt size and makeup look, every racial group chose a medium-sized butt and natural/little makeup as the most appealing (see Tables 20 and 21). In sum, of the ten characteristics being examined, only five—hair length, height, breast size, butt size, and makeup look—were shown not to have a statistically significant relationship to race.

DISCUSSION

Crosstabs were run on ten different dependent variables in relation to the sex and race of each participant. Data analysis revealed a statistically significant relationship between seven of the dependent variables—the participants' preferences in a woman's skin color, hair type, hair length, hair color, height, breast size, and makeup look—and their sex. The eye color, body type, and butt size chosen as the most physically attractive did not have a statistically significant relationship with the sex of the participant. The results in Tables 2 through 11 show that men in this study think that a woman who is between 5'3" and 5'6", who has an hourglass body shape, large breasts, a medium-sized butt, fair skin, green eyes, and straight hair that is medium-length and either dark brown or blond, and who wears little makeup so that it looks natural, is the most physically attractive. On the other hand, while the women in this study would agree with the men that a woman is most attractive if she is between 5'3" and 5'6", has an hourglass body shape, large breasts, a medium-sized butt, fair skin, and green eyes, and wears little makeup, they think that the most beautiful hair is dark brown, wavy, and long. The men and women in this study thus agreed on seven traits and differed on three.

Data analysis in this study shows a statistically significant relationship between five of the variables—the participants' preferences in a woman's skin color, eye color, hair type, hair color, and body type—and their race. The hair length, height, breast size, butt size, and makeup look a participant chose as the most physically attractive



did not seem to have a statistically significant relationship with the race of the participant. The results in Tables 12 through 21 show that in this study white students think that a woman who is between 5'3" and 5'6", has fair skin and green eyes, dark brown hair that is long and straight, large breasts, a medium-sized butt, and an hourglass body shape, and wears little makeup is the most attractive. While the Hispanic students in this study would agree with the white students that a woman who is between 5'3" and 5'6", has green eyes, dark brown hair that is long, a medium-sized butt, an hourglass body type, and wears natural makeup is the most attractive, they think that bronze skin, wavy hair, and either medium or large breasts are the most beautiful. Black students in this study agree with white and Hispanic students that long hair, an hourglass body shape, a medium-sized butt, a height range between 5'3" and 5'6", and natural makeup is the most attractive. However, they would define light brown eyes, light brown/caramel skin, medium breasts, and black wavy hair as being the most appealing. The Asian/Pacific Islanders in this study also find long hair, medium-sized breasts and butt, and natural makeup the most attractive, but they think that olive skin, the thin-all-over body type, either green or blue eyes, dark brown straight hair, and a height range between 5' and 5'2" is the most appealing. The students in this study that identified as "other" think that a woman who is between 5'3" and 5'6", has light brown/caramel skin, green eyes, dark brown long or medium-length straight hair, an hourglass body type, medium breasts, and a medium-sized butt, and wears natural/little makeup is the most attractive.

From all of this, it can be concluded that while many similarities do exist between the physical characteristics that men, women, and individuals from different racial groups define as the most physically attractive in women, differences linked to sex and race are evident as well. There is a statistically significant relationship between the skin color, hair type, hair length, hair color, height, breast size, and makeup look (even though some of the results are very close) that each sex considers the most attractive for women. Likewise, there is a statistically significant relationship between the skin color, eye color, hair type, hair color, and body type that each racial group chose as the most appealing. This study illustrates that answers to questions asking what is the most attractive when it comes to female physical appearance may vary between the sexes and among different racial groups, depending on the characteristic being discussed.

This study fits in with the studies in the literature review through its examination, discussion, and focus on the topic of female beauty and physical attractiveness. Its findings were both similar to and different from a few of the studies previously mentioned. In comparison to the study conducted by Feinman and Gill (1978), which found that men revealed a "somewhat greater preference for lighter female coloration," this study also found that the largest proportion of men (45%) chose fair skin as the most attractive. Similarly to the study done by Brown, Cash, and Noles (1986), this study found that both facial and bodily attributes are of great importance when determining the attractiveness of (in this case) females. In light of past research, these findings are relevant because they support the idea that perceptions of overall physical attractiveness are based on several different factors.

In their study, Freedman, Carter, Sbrocco, and Gray (2007) found that, contrary to popular societal expectations, African American males did not choose the heavier female figures predicted to be their ideal. The present study supports that finding, as most of the blacks surveyed chose the hourglass body type as the most attractive. It also depicts the similarities and differences in what is defined as beautiful across different racial/ethnic groups just as the study done by Cunningham, Roberts, Barbee, Druen, & Wu (1995) did, and suggests that among certain groups same-race preferences might in fact exist.

The results of this study revealed that preferences in skin color seemed to be related to the skin colors most often found among the racial group of the respondent. For the other preferences, too, it was found that participants seemed to choose characteristics that were not uncommon to their own racial and ethnic groups. When looking at the answers of both male and female white and black respondents in this study, it was found that patterns emerged in the data and that respondents seemed to be more drawn to characteristics that represented themselves. This was especially true for skin color, hair color, and eye color. While statistical analyses are precluded by the sample size of participants, comparisons can be made. Among black men light brown/caramel skin, black hair, and light brown eyes were the top choices, whereas among white men fair skin, dark brown or light brown hair, and green or blue eyes were the top preferences. Among black women, light brown/caramel or medium-brown skin, black hair, and light brown eyes were the top choices, whereas



among white women, fair skin, dark brown hair, and green eyes, followed closely by blue, were the top preferences. This suggests that people often find what is similar in appearance to themselves (or their racial group) attractive. The “similarity-attraction effect” described by Jones and his colleagues (2003) is apparent in this study.

CONCLUSION

The beauty ideal consists of certain traits such as a thinner body frame and larger breasts, and for some of the attributes examined in the data analysis of this study, the preferred characteristics did seem to match that. Most participants did choose the thinner body types and larger breasts as being the most attractive.

This study supports sociology studies that have been done before, which demonstrate that standards of attractiveness vary across demographic groups. It also upholds the argument that sex and racial/ethnic variations and preferences exist in relation to female physical attractiveness.

Future research could consist of including additional questions on the survey asking what age ranges participants feel are the most beautiful, and how much advertising, media, and imaging a participant consumes in a given time period. How media consumption affects one's perception of female beauty is a factor that could add additional significant information to research in this area. Whether or not that is correlated with sex and racial differences could also be examined. Examining the effect of participants' own physical characteristics on their preferences and how geographical locations and features play a role in attractiveness are also worth looking into. Qualitative in this area involve observing the behavior of participants in social settings and the way they act around others they view as attractive, or interviewing and questioning a wide range of everyday people and asking them what they think denotes physical female beauty. Many times beauty is situational. Roles an individual has in society and an individual's social setting (for example, being in a nightclub versus on a playground) could influence perceptions of that individual's attractiveness and the various factors that would make that individual appealing. Research examining social context and its influence on beauty should be considered and expanded upon. While conclusions have been drawn, there is still a lot to be discovered.

**APPENDIX A: SURVEY**

This survey is completely anonymous. You must be 18 years or older to complete the survey. Please write/circle answers legibly.

When it comes to female beauty, physical appearance, and physical attractiveness:

1. What eye color do you find the most attractive? (circle one)

- a) dark brown
- b) light brown
- c) green
- d) blue
- e) other _____

2. What hair color do you find the most attractive? (circle one)

- a) black
- b) dark brown
- c) light brown
- d) blond
- e) red
- f) other _____

3. What body type do you find the most attractive? (circle one)

- a) apple
- b) pear (bottom heavy)
- c) hourglass
- d) top heavy, small bottom
- e) thin all over

4. What height do you find the most attractive? (circle one)

- a) under 5'
- b) 5'–5'2"
- c) 5'3"–5'6"
- d) 5'7"–5'10"
- e) 5'11"+

5. What hair type do you find the most attractive? (circle one)

- a) straight
- b) wavy
- c) curly
- d) afro-centric

6. What breast size do you find the most attractive? (circle one)

- a) extra small (AA cup)
- b) small (A cup)
- c) medium (B cup)
- d) large (C cup)
- e) extra large (D+ cup)

7. What hair length do you find the most attractive? (circle one)

- a) very short (boy/pixie-cut)
- b) short (chin-length bob)
- c) medium (shoulder-length)
- d) long (mid-back)
- e) very long (past mid-back)

8. What skin color do you find the most attractive? (circle one)

- a) fair (an ex: White)
- b) olive (an ex: Asian)
- c) bronze (an ex: Hispanic)
- d) light brown/caramel (mixed race/light-skinned black)
- e) medium-brown
- f) dark brown

9. What butt size do you find most attractive? (circle one)

- a) none/flat
- b) small
- c) medium
- d) large



10. What look do you prefer? (circle one)

- a) makeup
- b) natural/little makeup
- c) no makeup at all

Demographic Questions

11. Gender:

- a) male
- b) female

12. Race/ethnicity:

- a) White
- b) Hispanic
- c) Black/African American
- d) Asian/Pacific Islander
- e) Other _____

13. Age: _____

14. Current relationship status:

- a) Single
- b) In an open-relationship
- c) In a closed/exclusive relationship
- d) Engaged
- e) Married
- f) Divorced

15. Are you looking for a relationship? If so, what type?

- a) Yes _____
- b) No _____

16. Sexual orientation:

- a) Heterosexual
- b) Homosexual
- c) Bi-sexual

17. Height: _____

18. Weight/estimated weight: _____

APPENDIX B: TABLES

Table 1. Sample Demographics (N=300)

Mean Age	21.65
Sex	
Female	61
Male	39
Race/Ethnicity	
White	64
Hispanic	13
Black	14
Asian/Pacific Islander	2
Other	7

Note: All numbers presented are percentages except for mean age

Table 2. Cross-Tabulation Between Skin Color and Sex*

	Men	Women	Combined
Fair	45	28	34
Olive	7	12	10
Bronze	23	26	25
Light Brown/Caramel	21	22	22
Medium Brown	3	10	7
Dark Brown	1	3	2

Note: Figures are percentages. Percentages may not total to 100% due to rounding errors.

* $\chi^2 = 12.899, p < .05$

Table 3. Cross-Tabulation Between Eye Color and Sex*

	Men	Women	Combined
Dark Brown	10	7	8
Light Brown	17	17	17
Green	35	42	39
Blue	31	28	29
Other	7	6	6

Note: Figures are percentages. Percentages may not total to 100% due to rounding errors.

* $\chi^2 = 2.034, p < n.s.$

Table 4. Cross-Tabulation Between Hair Type and Sex*

	Men	Women	Combined
Straight	58	32	42
Wavy	32	46	40
Curly	9	20	15
Afro-centric	2	3	2

Note: Figures are percentages. Percentages may not total to 100% due to rounding errors.

* $\chi^2 = 21.554, p < .05$

Table 5. Cross-Tabulation Between Hair Length and Sex*

	Men	Women	Combined
Very Short (boy/pixie cut)	4	8	7
Short (chin-length bob)	4	5	5
Medium (shoulder length)	53	28	38
Long (mid-back)	38	51	46
Very long (past mid-back)	1	8	5

Note: Figures are percentages. Percentages may not total to 100% due to rounding errors.

* $\chi^2 = 21.554, p < .05$

Table 6. Cross-Tabulation Between Hair Color and Sex*

	Men	Women	Combined
Black	15	15	15
Dark Brown	26	42	36
Light Brown	22	18	20
Blond	26	12	17
Red	8	11	10
Other	4	3	3

Note: Figures are percentages. Percentages may not total to 100% due to rounding errors.

* $\chi^2 = 15.751, p < .05$

Table 7. Cross-Tabulation Between Body Type and Sex*

	Men	Women	Combined
Apple	2	2	2
Pear (bottom heavy)	13	5	8
Hourglass	67	73	71
Top heavy, small bottom	2	5	4
Thin all over	16	15	16

Note: Figures are percentages. Percentages may not total to 100% due to rounding errors.

* $\chi^2 = 7.919, p < n.s.$

Table 8. Cross-Tabulation Between Height and Sex*

	Men	Women	Combined
5'-5'2"	20	11	14
5'3"-5'7"	60	49	53
5'7"-5'10"	19	30	26
5'11+	2	10	7

Note: Figures are percentages. Percentages may not total to 100% due to rounding errors.

* $\chi^2 = 15.902, p < .05$

Table 9. Cross-Tabulation Between Breast Size and Sex*

	Men	Women	Combined
Extra small (AA cup)	0	1	1
Small (A cup)	0	3	2
Medium (B cup)	43	46	44
Large (C cup)	47	46	46
Extra large (D+ cup)	10	4	6

Note: Figures are percentages. Percentages may not total to 100% due to rounding errors.

* $\chi^2 = 9.777, p < .05$

Table 10. Cross-Tabulation Between Butt Size and Sex*

	Men	Women	Combined
None/flat	0	1	1
Small	15	16	16
Medium	73	74	73
Large	12	9	10

Note: Figures are percentages. Percentages may not total to 100% due to rounding errors.

* $\chi^2 = 1.795, p < n.s.$

Table 11. Cross-Tabulation Between Makeup Look and Sex*

	Men	Women	Combined
Makeup	2	8	6
Natural/little makeup	87	85	86
No makeup at all	10	7	8

Note: Figures are percentages. Percentages may not total to 100% due to rounding errors.

* $\chi^2 = 7.767, p < .05$

Table 12. Cross-Tabulation Between Skin Color and Race*

	White	Hispanic	Black	Asian/Pacific Islander	Other	Combined
Fair	50	13	2	0	5	35
Olive	9	8	2	57	14	10
Bronze	22	58	5	14	29	25
Light brown/caramel	14	21	46	14	48	22
Medium brown	4	0	34	0	5	7
Dark brown	1	0	10	14	0	2

Note: Figures are percentages. Percentages may not total to 100% due to rounding errors.

* $\chi^2 = 173.080, p < .05$

Table 13. Cross-Tabulation Between Eye Color and Race*

	White	Hispanic	Black	Asian/Pacific Islander	Other	Combined
Dark brown	7	5	17	14	5	8
Light brown	9	18	49	14	19	17
Green	43	42	20	29	48	40
Blue	36	26	2	29	24	29
Other	5	8	12	14	5	6

Note: Figures are percentages. Percentages may not total to 100% due to rounding errors.

* $\chi^2 = 59.237, p < .05$

Table 14. Cross-Tabulation Between Hair Type and Race*

	White	Hispanic	Black	Asian/Pacific Islander	Other	Combined
Straight	46	34	27	57	48	42
Wavy	41	47	34	43	33	41
Curly	12	18	29	0	14	15
Afro-centric	1	0	10	0	5	2

Note: Figures are percentages. Percentages may not total to 100% due to rounding errors.

* $\chi^2 = 25.792, p < .05$

Table 15. Cross-Tabulation Between Hair Length and Race*

	White	Hispanic	Black	Asian/Pacific Islander	Other	Combined
Very short (boy/pixie cut)	5	5	17	0	5	7
Short (chin-length bob)	5	5	5	0	5	5
Medium (shoulder-length)	40	40	27	29	43	38
Long (mid-back)	45	45	49	57	43	46
Very long (past mid-back)	5	5	2	14	5	5

Note: Figures are percentages. Percentages may not total to 100% due to rounding errors.

* $\chi^2 = 12.191, p < n.s.$

Table 16. Cross-Tabulation Between Hair Color and Race*

	White	Hispanic	Black	Asian/Pacific Islander	Other	Combined
Black	6	18	51	29	14	15
Dark brown	36	34	29	43	48	36
Light brown	24	16	2	14	19	19
Blond	21	16	5	0	10	17
Red	10	13	7	0	10	10
Other	3	3	5	14	0	3

Note: Figures are percentages. Percentages may not total to 100% due to rounding errors.

* $\chi^2 = 71.405, p < .05$

Table 17. Cross-Tabulation Between Body Type and Race*

	White	Hispanic	Black	Asian/Pacific Islander	Other	Combined
Apple	1	0	5	29	0	2
Pear (bottom heavy)	8	13	5	0	14	8
Hourglass	72	63	76	29	76	70
Top heavy, small bottom	3	13	0	0	0	4
Thin all over	17	11	15	43	10	16

Note: Figures are percentages. Percentages may not total to 100% due to rounding errors.

* $\chi^2 = 49.807, p < n.s.$

Table 18. Cross-Tabulation Between Height and Race*

	White	Hispanic	Black	Asian/Pacific Islander	Other	Combined
5'-5'2"	13	18	12	43	10	14
5'3"-5'6"	56	53	44	29	57	54
5'7"-5'10"	27	18	29	29	24	26
5'11"+	4	11	15	0	10	7

Note: Figures are percentages. Percentages may not total to 100% due to rounding errors.

* $\chi^2 = 15.395, p < n.s.$

Table 19. Cross-Tabulation Between Breast Size and Race*

	White	Hispanic	Black	Asian/Pacific Islander	Other	Combined
Extra Small (AA cup)	0	0	5	0	0	1
Small (A cup)	3	0	3	0	0	2
Medium (B cup)	41	47	54	57	52	45
Large (C cup)	50	47	28	43	43	46
Extra Large (D+ cup)	6	6	10	0	5	7

Note: Figures are percentages. Percentages may not total to 100% due to rounding errors.

* $\chi^2 = 21.647, p < n.s$

Table 20. Cross-Tabulation Between Butt Size and Race*

	White	Hispanic	Black	Asian/Pacific Islander	Other	Combined
None/Flat	0	0	2	0	0	0
Small	19	11	7	29	10	16
Medium	75	79	68	57	71	74
Large	7	11	20	14	19	10

Note: Figures are percentages. Percentages may not total to 100% due to rounding errors.

* $\chi^2 = 25.589, p < n.s.$

Table 21. Cross-Tabulation Between Makeup Look and Race*

	White	Hispanic	Black	Asian/Pacific Islander	Other	Combined
Makeup	6	8	5	0	5	6
Natural/little makeup	88	84	76	100	81	86
No makeup at all	6	8	20	0	14	8

Note: Figures are percentages. Percentages may not total to 100% due to rounding errors.

* $\chi^2 = 11.366, p < n.s.$

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